

FIG. 1

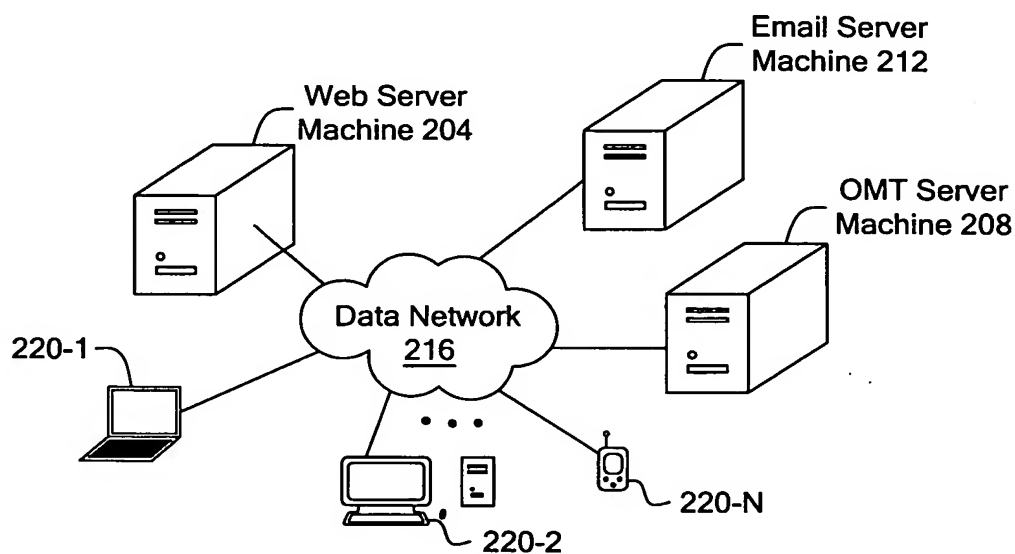
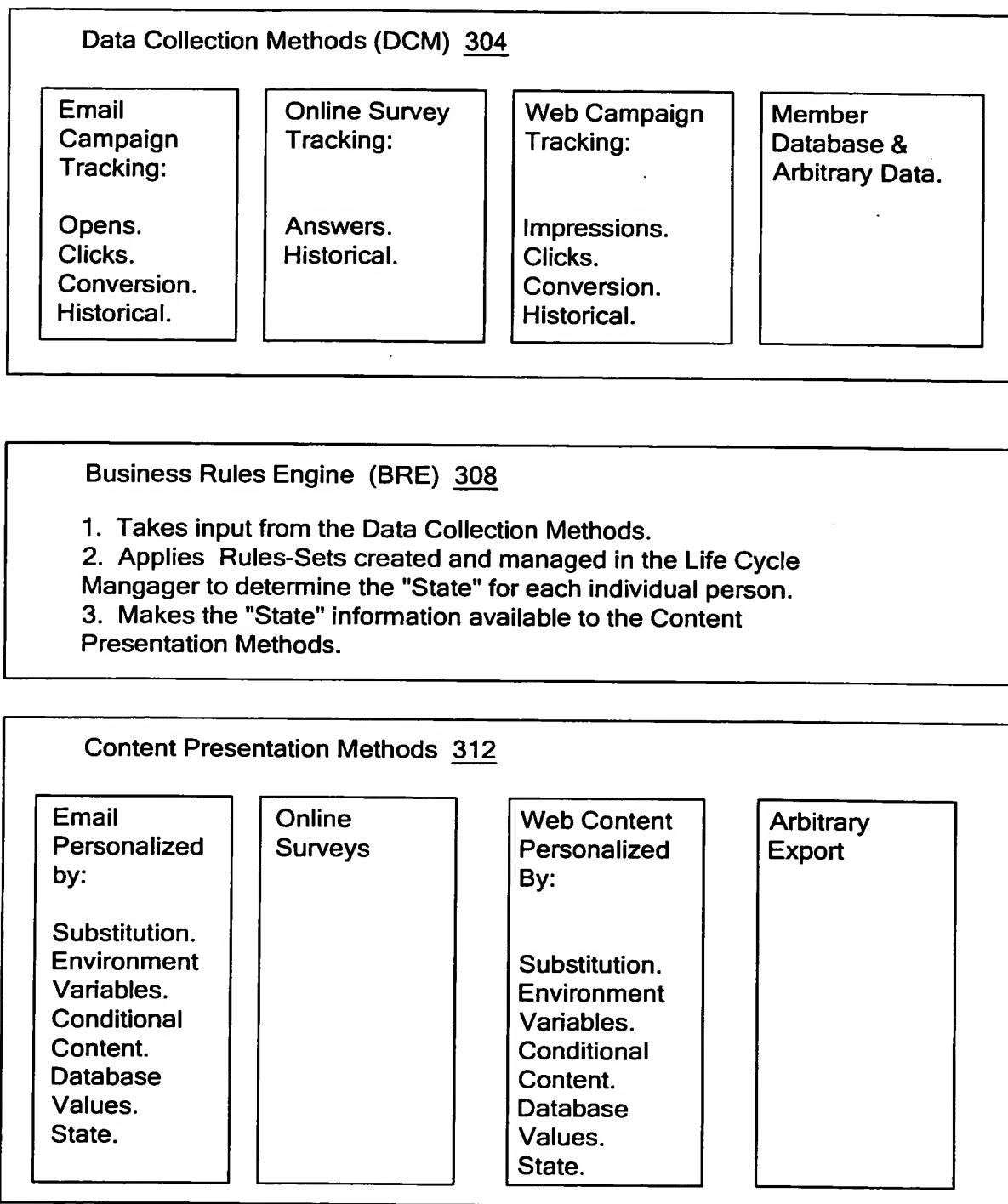


FIG. 2



**FIG. 3**

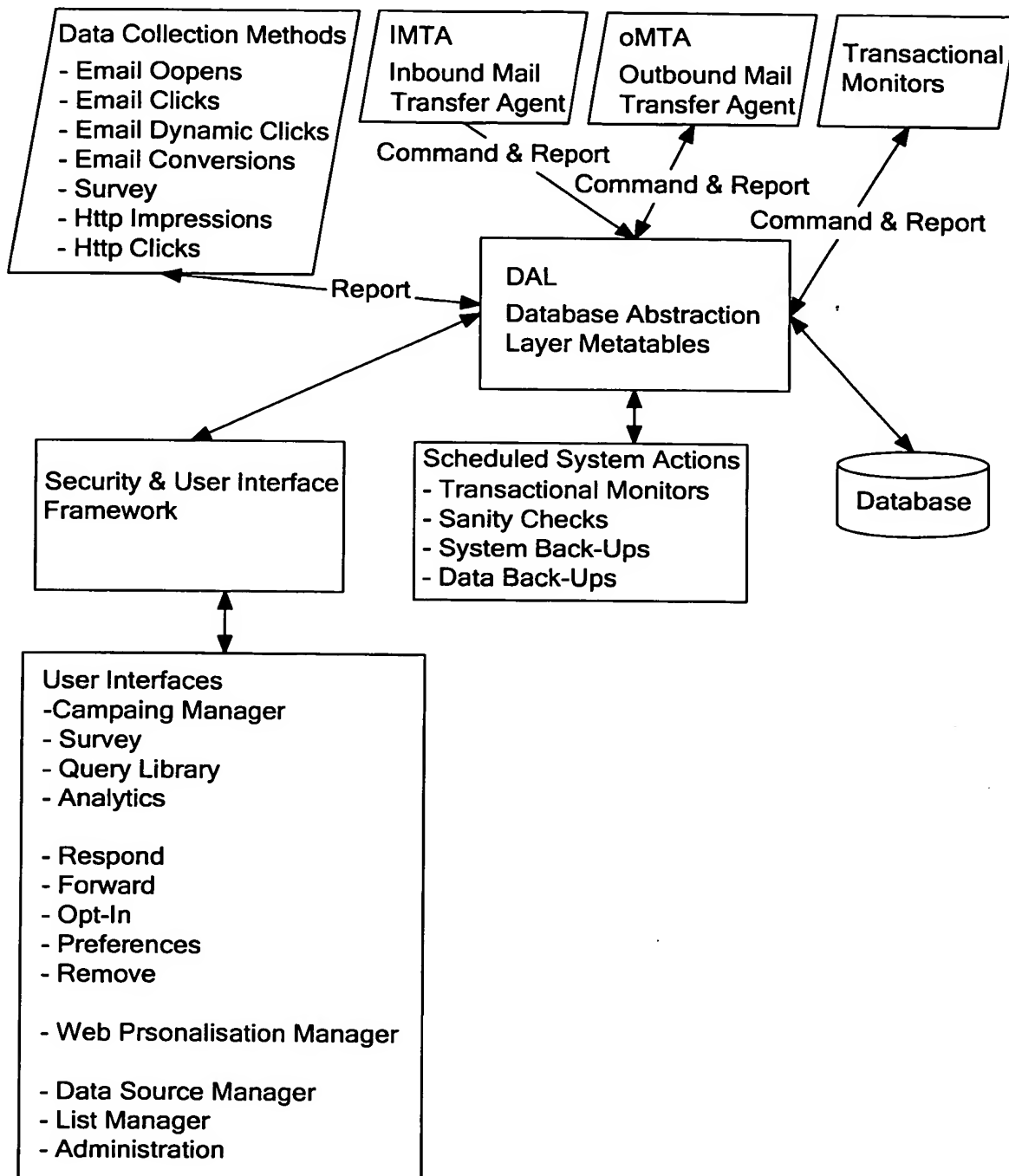


FIG. 4

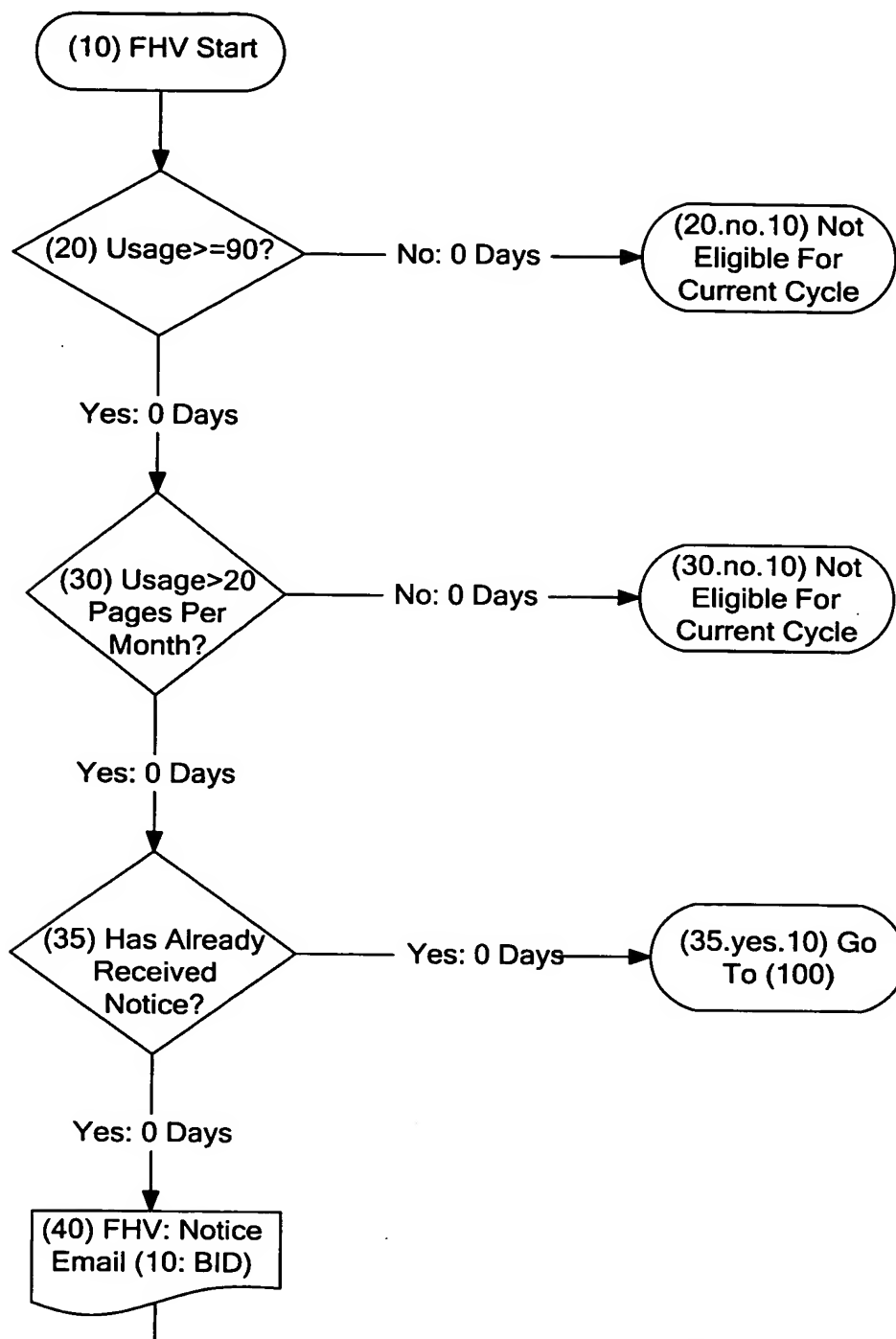


FIG. 5A

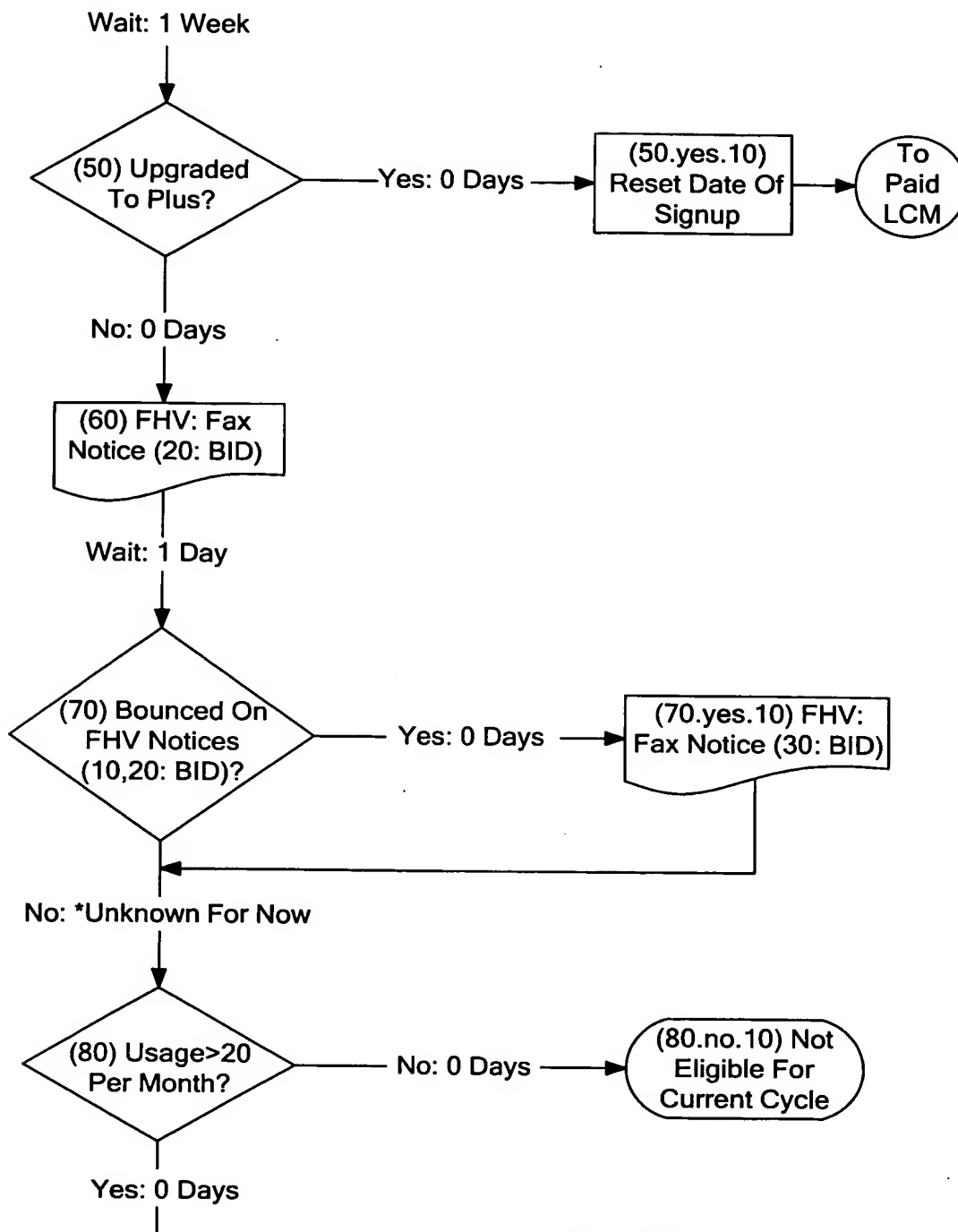


FIG. 5B

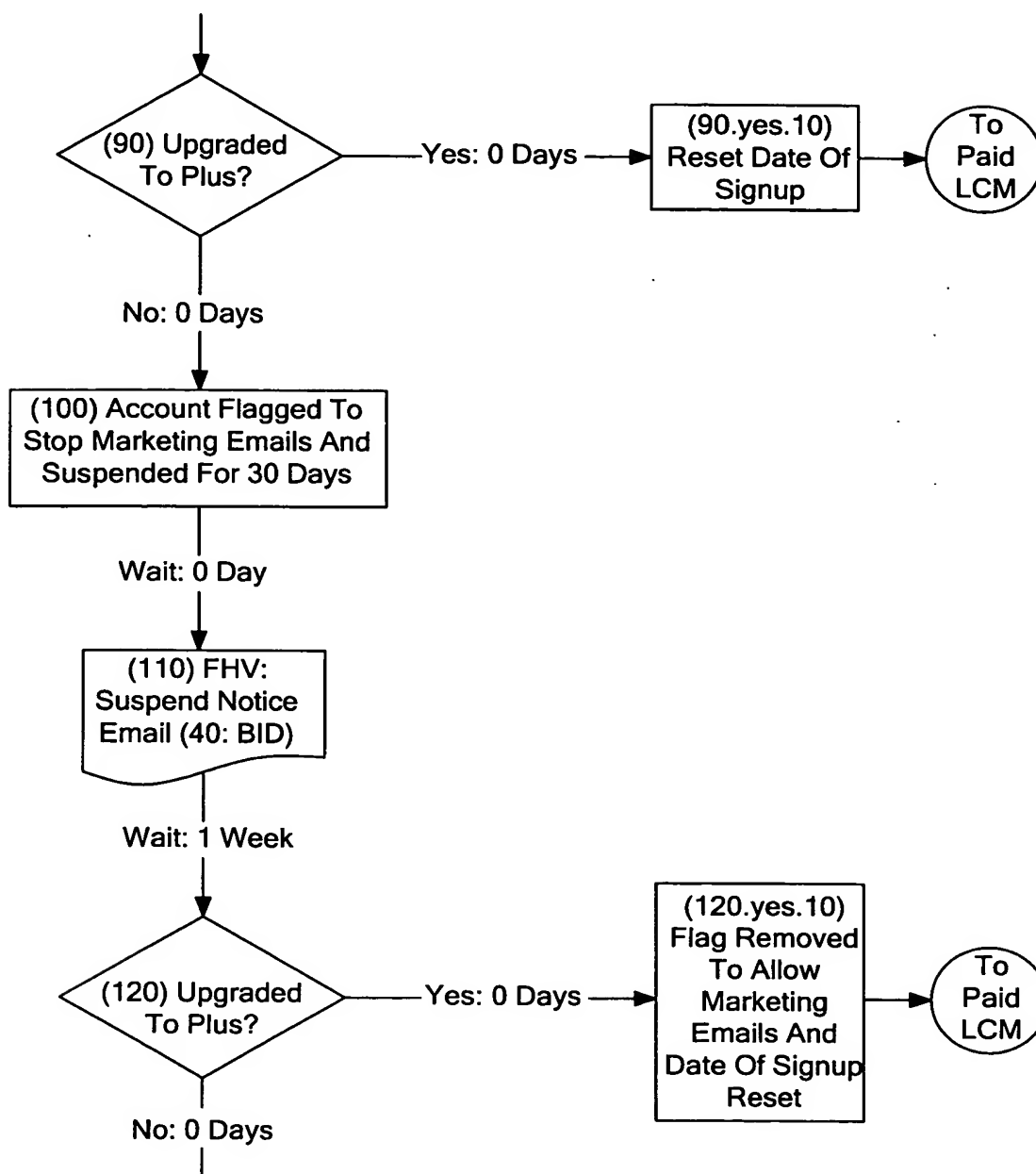


FIG. 5C

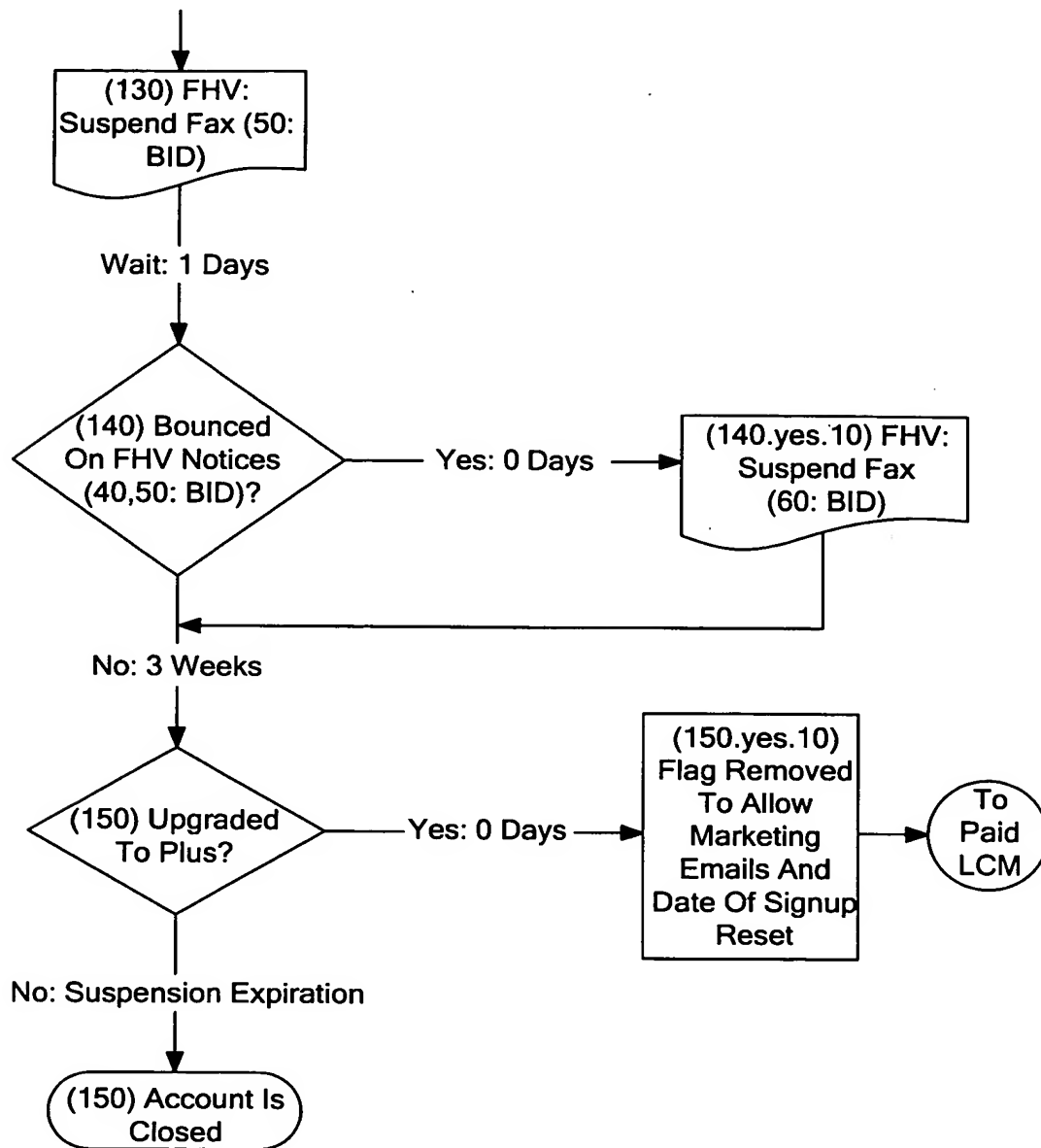


FIG. 5D

Safari File Edit View History Bookmarks Window Help (Charged) 18:19

http://info.efax.com/cgi-bin/broadcast/frameset.cgi

Q Google

File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop

Open Search New Copy Delete Undelete

Create a new broadcast

Enter a description for this broadcast

eFax Send Usage Stimulation Parent Periodical

Choose a list for this broadcast:

Paid LCM List

☐ This is a normal broadcast

☒ This is a periodical broadcast

Create

---

Current Status

User:

Login: edp

Email: epd@m4internet.com

Open broadcast: BID614

Description: eFax Send Usage Stimulation Parent Periodical

Subject: 2page(s) fax from 3238439550

Owner: edp

Personalization: settings

FIG. 6A



Safari File Edit View History Bookmarks Window Help 18:19 (Charged)

http://info.efax.com/cgi-bin/broadcast/frameset.cgl

Q Google

File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop

Description Subject Letters Convert Concern Scan Attachments Personalize From Address Delivery Rate Billing Info

Set the subject for the Current Broadcast

Enter a subject for this broadcast

2 page(s) fax from 3238439550

set subject

---

Current Status

User: Login: edp

Email: epd@m4internet.com

Open broadcast: BID614

Description: eFax Send Usage Stimulation Parent Periodical

Subject: 2page(s) fax from 3238439550

Owner: edp

Personalization: settings

From Address: "eFax" <message@mal.efax.com>

Created: Tue Dec 2 18:16:02 2003

Modified: Tue Dec 2 18:16:03 2003

Selection: settings

Limit: (none)

Count:

Seads: Settings

Letters: text.aol.html

FIG. 6B

Safari File Edit View History Bookmarks Window Help 18:19 (Charged)

http://info.efax.com/cgi-bin/broadcast/frameset.cgl

Q Google

File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop

Testers Seeds Select Preview Excluded Domains

Select the recipients from the user list  
 User List: Paid LCM List

Database Field State LCM State Is one of

0-New  
 1-Ready for Distribute  
 2-Ready for Send  
 3-Ready for Signature

And

Periodical Prior runs of this broadcast Included in broadcast No

Limit the number of recipients to: Unlimited

Also make the selection unique on: email

add new item delete marked items count reserve update

Query Library: --Choose One-- append query save query

Current Status  
 User: Login: edp  
 Email: epd@m4internet.com  
 Open broadcast: BID614

FIG. 6C

Safari File Edit View History Bookmarks Window Help 18:19 (Charged)

http://info.efax.com/cgi-bin/broadcast/frameset.cgl

Q Google

File Permissions Rule Set Rule Report Desktop

Description Properties Selection Minimum age Activate

Change the properties of the Current LCM Rule

"From" State:  This rule is applied only to those records already in the "From" State.

"To" State:  This rule, when applied, transitions matching records into the "To" State.

Execution Order:  When the LCM Rule Set runs on a list each rule defined for the list is applied in turn, to all matching records. The execution order determines the order in which rules are applied; those with lower numbers run first.

Current Status

User: Login: edp  
Email: epd@m4internet.com  
Open LCM Rule: (#18)  
Description: (distribute) to (signature) transition  
owner: edp  
QA State: Untested  
Created: Tue Dec 2 17:54:36 2003  
Modified: Tue Dec 2 17:54:38 2003

000ed blo.rtf 000hei miz.rtf

FIG. 7A

Safari File Edit View History Bookmarks Window Help

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http://info.efax.com/cgi-bin/broadcast/frameset.cgi

Q Google

18:19 (Charged)

File Permissions Rule Set Rule Report Desktop

Description Properties Selection Minimum age Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field Usage Sent total Is greater than 0

add new item

delete marked items

update

Query Library: --Choose One--

append query

save query

Current Status

User: Login: edp

Email: epd@m4internet.com

Open LCM Rule: (#18)

Description: (distribute) to (signature) transition

owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:36 2003

Modified: Tue Dec 2 17:54:38 2003

000ed blo.rtf

000hel miz.rtf

FIG. 7B

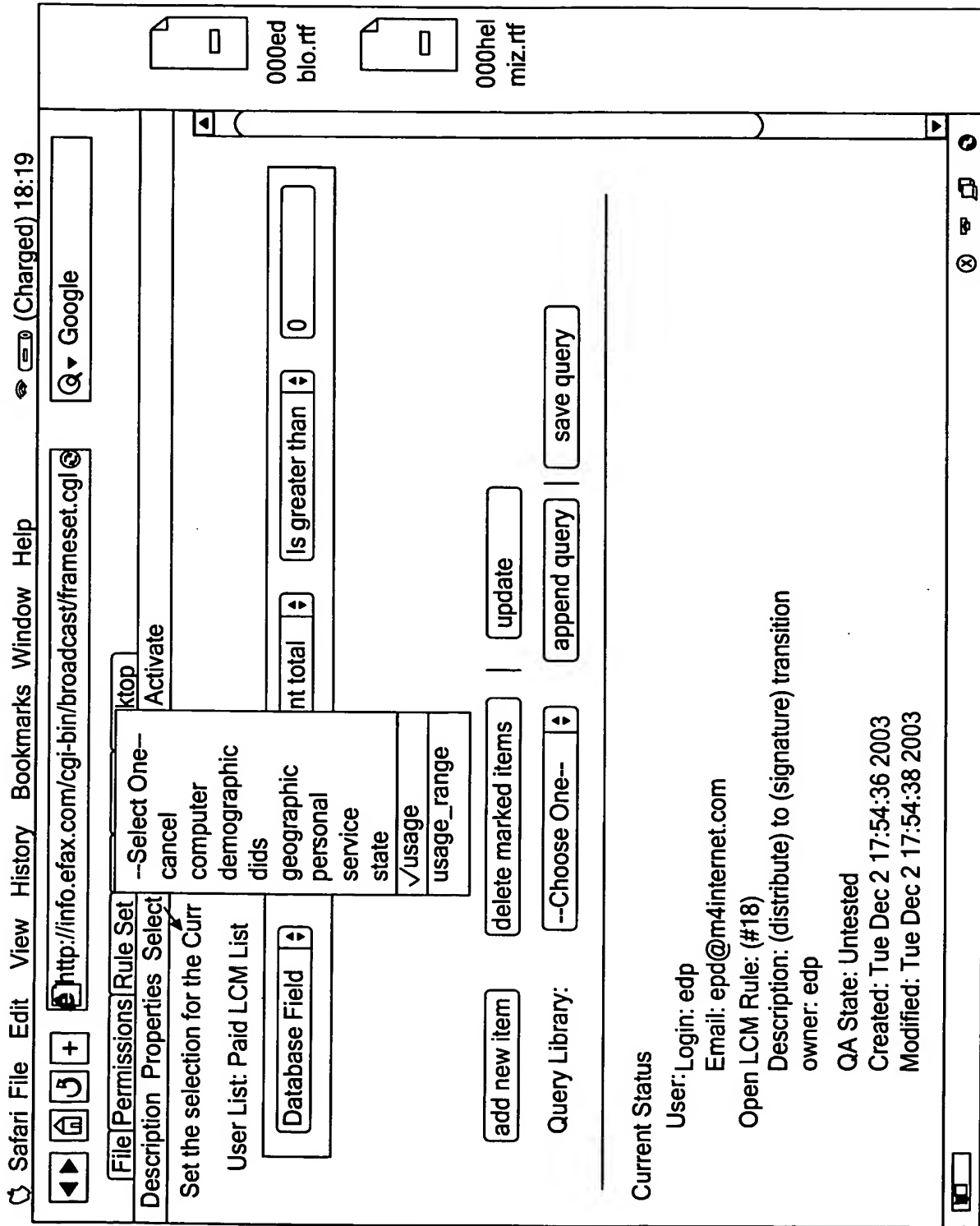


FIG. 7C

Safari File Edit View History Bookmarks Window Help (Charged) 18:19

http://info.efax.com/cgi-bin/broadcast/frameset.cgl Google

File Permissions Rule Set Rule Report Desktop

Description Properties Selection Minimum age Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field	Usage	--Select One--	received total	received 90 day	Is greater than	0
			✓	sent total		
				sent 90 day		

add new item delete marked items update

Query Library: --Choose One-- append query save query

---

Current Status

User: Login: edp  
 Email: epd@m4internet.com  
 Open LCM Rule: (#18)  
 Description: (distribute) to (signature) transition  
 owner: edp  
 QA State: Untested  
 Created: Tue Dec 2 17:54:36 2003  
 Modified: Tue Dec 2 17:54:38 2003

000ed blo.rtf 000hel miz.rtf

FIG. 7D

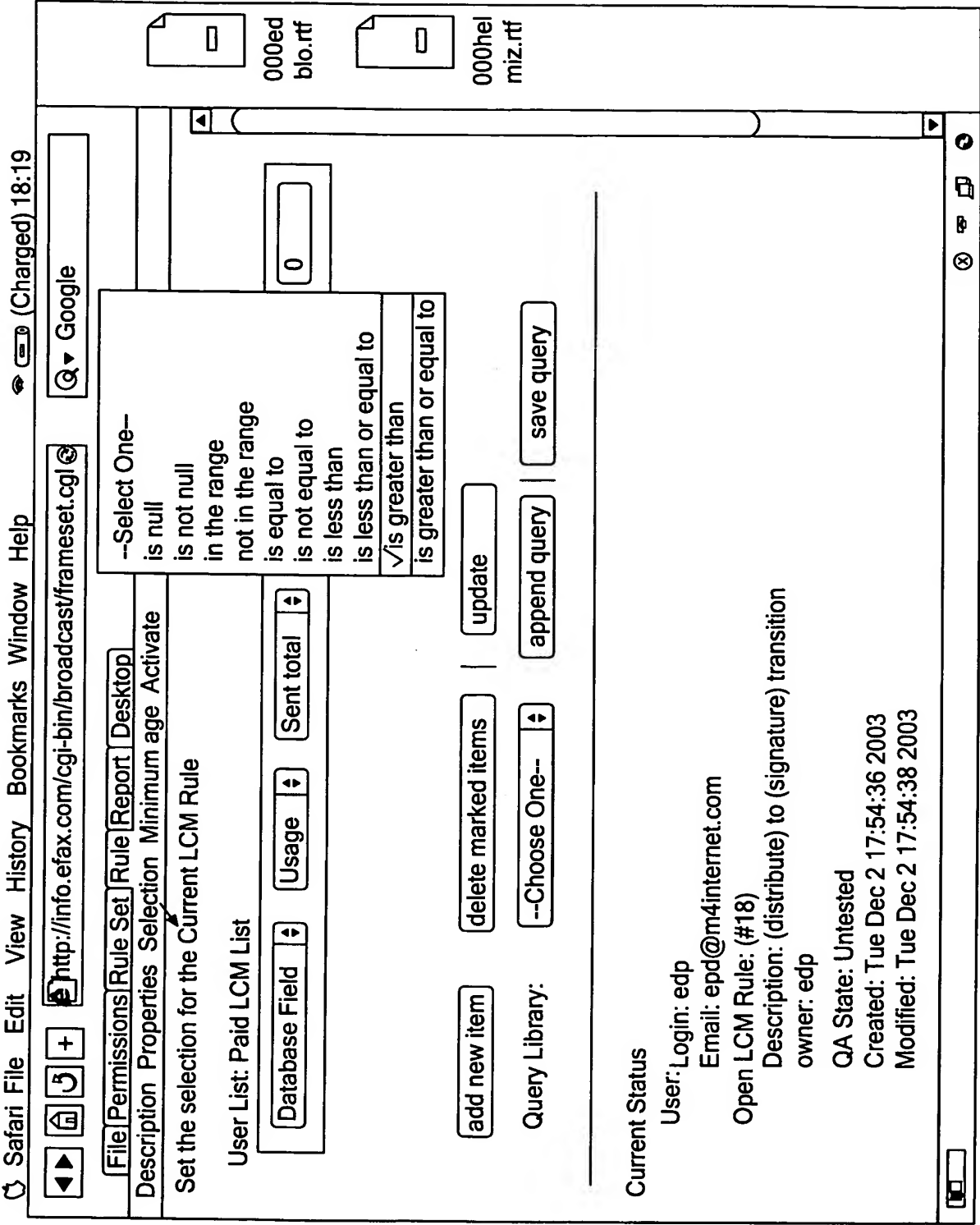


FIG. 7E

Safari File Edit View History Bookmarks Window Help

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http://info.efax.com/cgi-bin/broadcast/frameset.cgi

Q Google

000edblo.rtf000hel miz.rtf

FilePermissionsRule SetRuleReportDesktop

DescriptionPropertiesSelectionMinimum ageActivate

Set the Minimum Age for the Current LCM Rule

Minimum Age: 2

This rule will apply only to those records that have been in the "From" state for the specified number of days.

submit

Current Status

User: Login: edp

Email: epd@m4internet.com

Open LCM Rule: (#18)

Description: (distribute) to (signature) transition

owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:36 2003

Modified: Tue Dec 2 17:54:38 2003

FIG. 7F



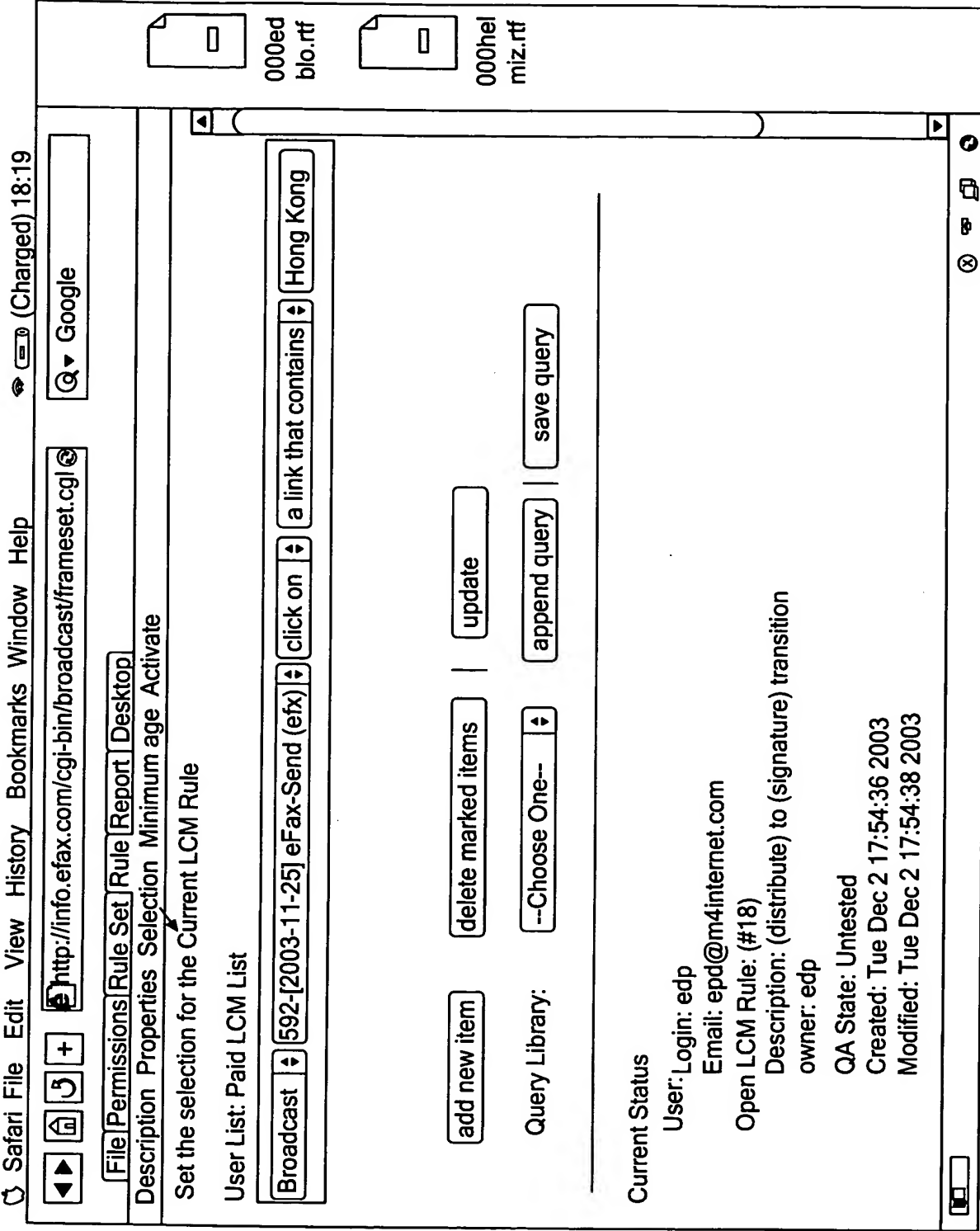


FIG. 8A

Safari File Edit View History Bookmarks Window Help 18:19 (Charged)

Q Google

http://info.efax.com/cgi-bin/broadcast/frameaset.cgi

File Permissions Rule Set Rule Report Desktop

Description Properties Selection Minimum age Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast 592-[2003-11-25] eFax-Send (efx) click on

add new item delete marked items update

Query Library: --Choose One-- append query save query

Current Status

User: Login: edp  
 Email: epd@m4internet.com  
 Open LCM Rule: (#18)  
 Description: (distribute) to (signature) transition  
 owner: edp  
 QA State: Untested  
 Created: Tue Dec 2 17:54:36 2003  
 Modified: Tue Dec 2 17:54:38 2003

000ed blo.rtf 000hel miz.rtf

FIG. 8B

Safari File Edit View History Bookmarks Window Help 18:19 (Charged)

http://info.efax.com/cgi-bin/broadcast/frameset.cgi

File Permissions Rule Set Rule Report Desktop

Description Properties Selection Minimum age Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast 592-[2003-11-25] eFax-Send (efx) click on

--Select One--  
 any link  
 a link that contains  
 didn't click (but was in broadcast)  
 didn't click on any link containing  
 didn't click on any link not containing  
 didn't click or not in broadcast

add new item delete marked items update

Query Library: --Choose One-- append query save query

Current Status

User: Login: edp  
 Email: epd@m4internet.com  
 Open LCM Rule: (#18)  
 Description: (distribute) to (signature) transition  
 owner: edp  
 QA State: Untested  
 Created: Tue Dec 2 17:54:36 2003  
 Modified: Tue Dec 2 17:54:38 2003

000ed blo.rtf 000hel miz.rtf

FIG. 8C

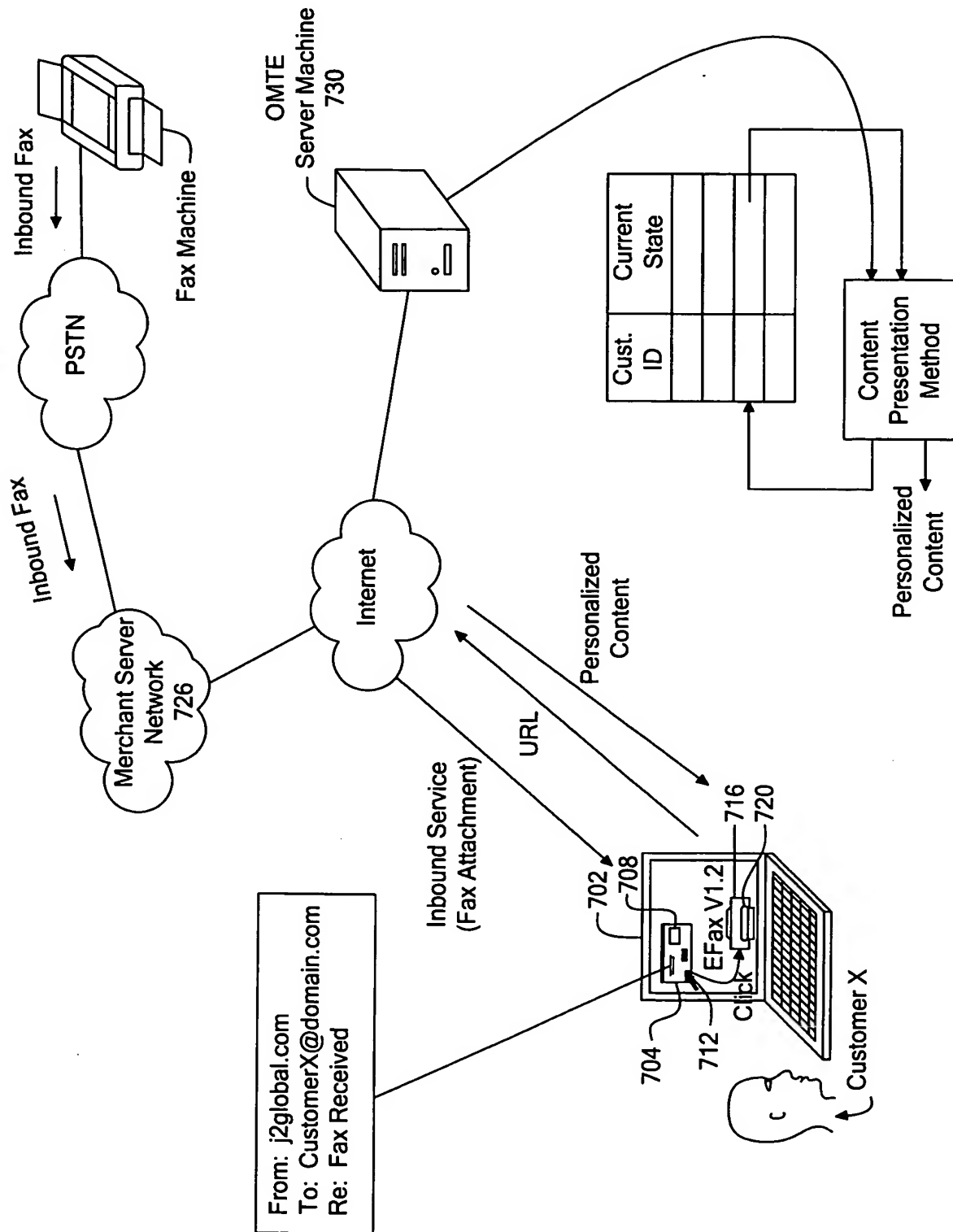


FIG. 9

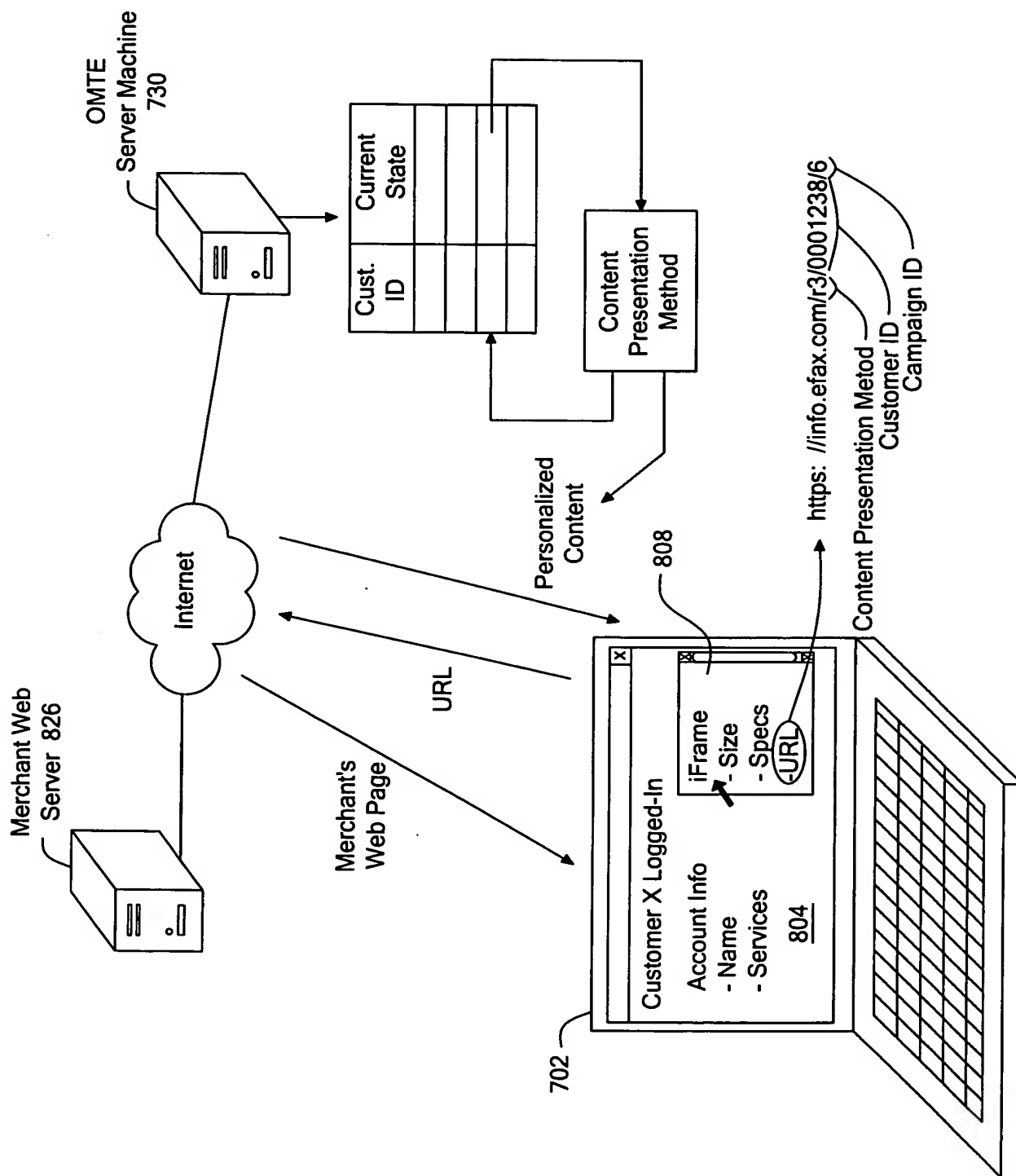


FIG. 10